

## **REMARKS**

### **I. INTRODUCTION**

Claims 1 and 10 have been amended. No new matter has been added, thus, claims 1-12, 14, 15 and 17-20 are pending in the present application. In view of the above amendments and the following remarks, it is respectfully submitted that all of the presently pending claims are allowable.

### **II. THE 35 U.S.C. § 102(b) REJECTIONS SHOULD BE WITHDRAWN**

Claims 1-12, 14, 15 and 17-20 stand rejected under 35 U.S.C. § 102(b) as unpatentable over U.S. Patent No. 4,914,605 to Loughmiller, Jr. et al. (hereinafter "Loughmiller"). (See 03/29/07 Office Action, p. 3).

Loughmiller describes a computer hardware and software system for displaying a map of streets corresponding to an area over which a vehicle may move to assist a driver to navigate. The system displays the map on a display based on a scale-dependent street prioritization scheme, providing on the display a vehicle position symbol indicating the current position and heading of the vehicle and a moving map which moves in translation and rotation as the vehicle moves. The system selectively and dynamically labels streets on the display. (See Loughmiller, Abstract.)

Claims 1 and 10 have been amended to recite "wherein, the orientation of the text label is flipped to ensure it remains upright when the text label one of approaches vertical, reaches vertical, and passes vertical." This recitation relates to how the text label is flipped to remain upright when said label reaches a point right before vertical, at vertical, or just past vertical. As an example, when the text label approaches vertical as seen in Figure 2D of the present application, the text label is flipped to remain upright when it reaches an orientation such as the one in Figure 2E. Loughmiller neither describes nor suggests a situation in which the text is flipped to remain upright. Loughmiller only states "to adjust the labels so that they appear predominantly upright independent of map orientation to label streets of interest." (See

Loughmiller col. 2, ll. 33-36). Loughmiller does not describe how the label will be adjusted, when the adjustment will take place, or what predominantly upright means. In Loughmiller, Figure 3I, the label Lawrence remains upside down even though it has been rotated past vertical. In the claimed invention, the label Lawrence would have been flipped to remain upright as can be seen by the label Black Rd. in Figure 2E of the present application. Thus, it is respectfully submitted that Loughmiller does not disclose or suggest “wherein, the orientation of the text label is flipped to ensure it remains upright when the text label one of approaches vertical, reaches vertical, and passes vertical,” as recited in claims 1 and 10. Accordingly, Applicants respectfully request that the Examiner should withdraw the 35 U.S.C. § 102(b) rejections of claims 1 and 10. As claims 2-9, 14, 15 and 19 depend from, and therefore include all the limitations of claim 1, it is respectfully submitted that these claims are also allowable for at least the same reasons given for claim 1. As claims 11, 12, 17, 18 and 20 depend from, and therefore include all the limitations of claim 10, it is respectfully submitted that these claims are also allowable for at least the same reasons given for claim 10.

**CONCLUSION**

In light of the foregoing, Applicants respectfully submit that all of the now pending claims are in condition for allowance. All issues raised by the Examiner having been addressed, an early and favorable action on the merits is earnestly solicited.

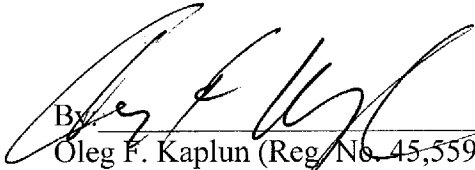
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Respectfully submitted,

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